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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Alden DoRosario et al. ✓

Art Unit : 2175 ✓

Serial No. : 10/002,470 ✓

Examiner : Unknown

Filed : October 23, 2001 ✓

Title : NETWORK WIDE AD TARGETING ✓

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OCT 01 2002

Technology Center 2100

Attention: Official Draftsman

Commissioner for Patents

Washington, D.C. 20231

TRANSMITTAL OF FORMAL DRAWINGS

Please substitute the enclosed five (5) sheets of formal drawings for the corresponding drawings presently in the application.

Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date:

SEPTEMBER 19, 2002

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I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

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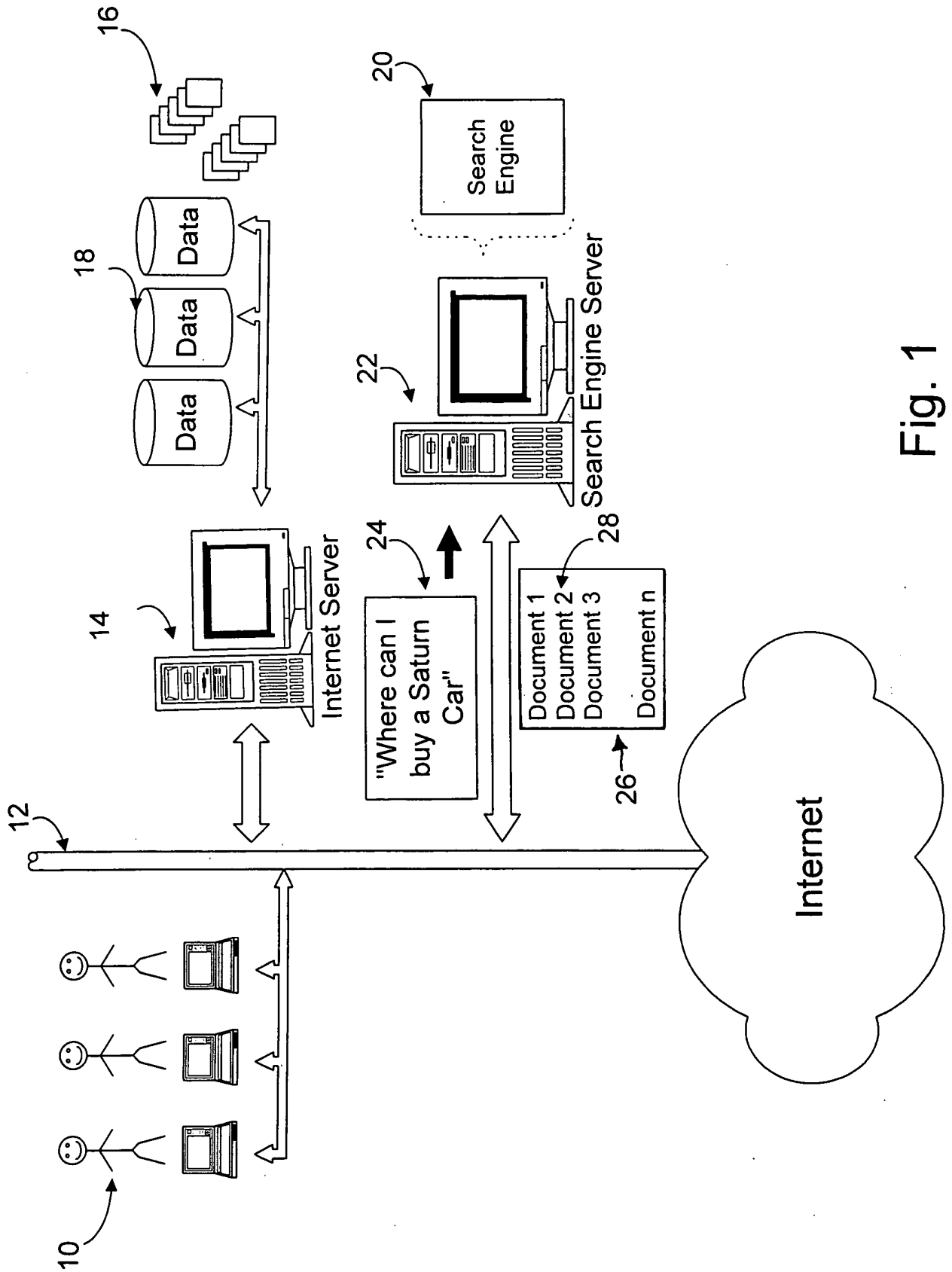


Fig. 1

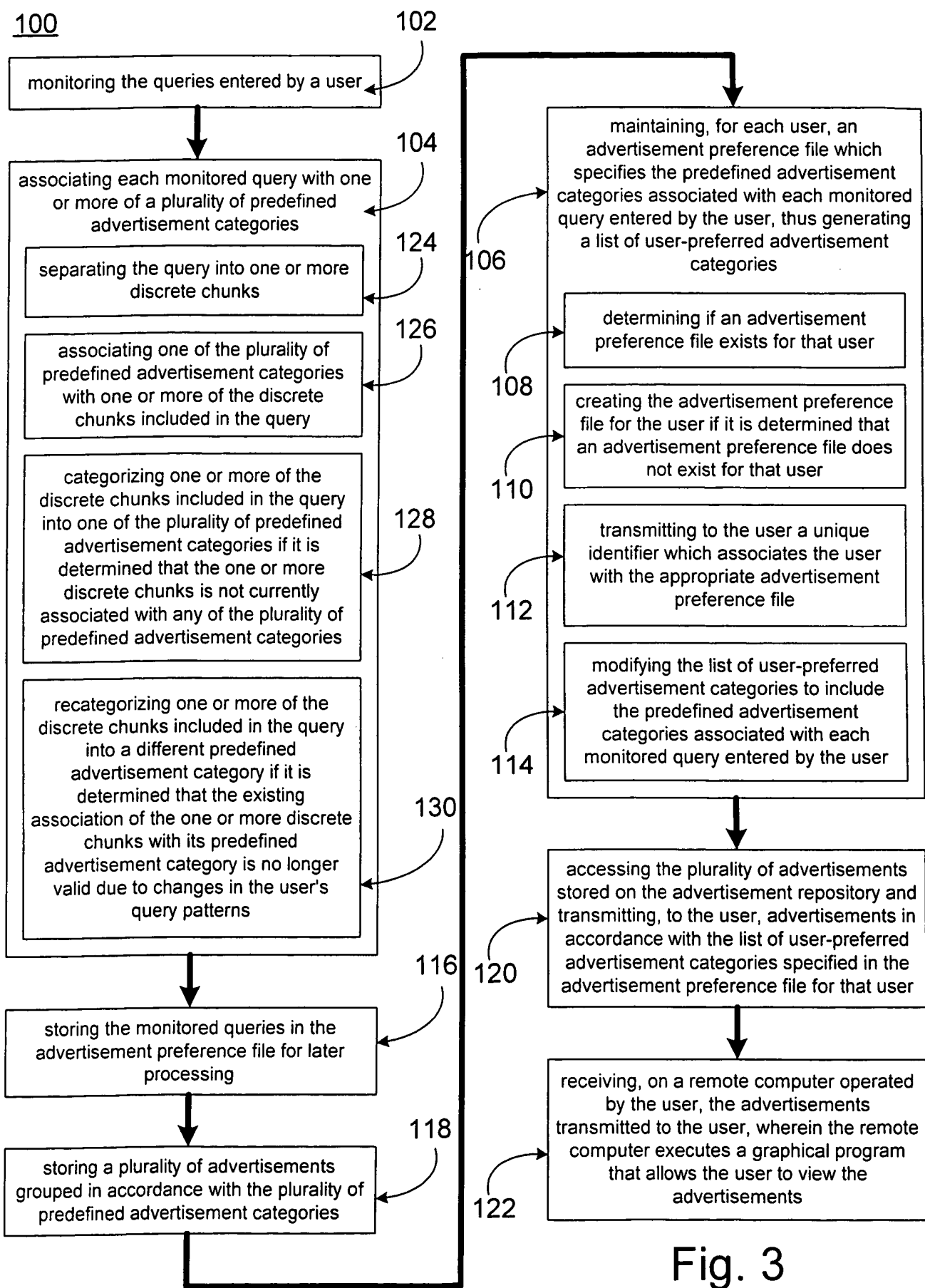


Fig. 3

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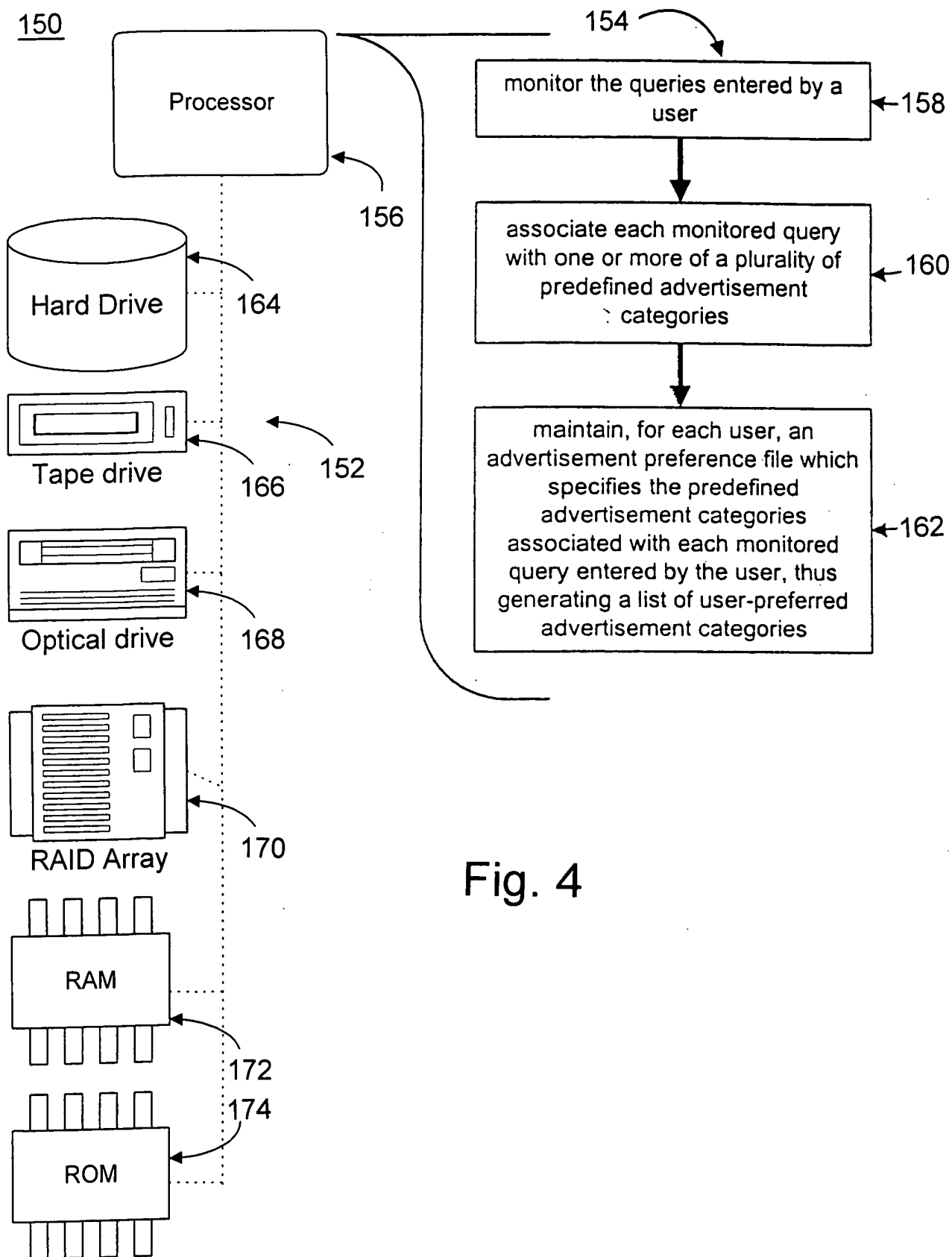


Fig. 4

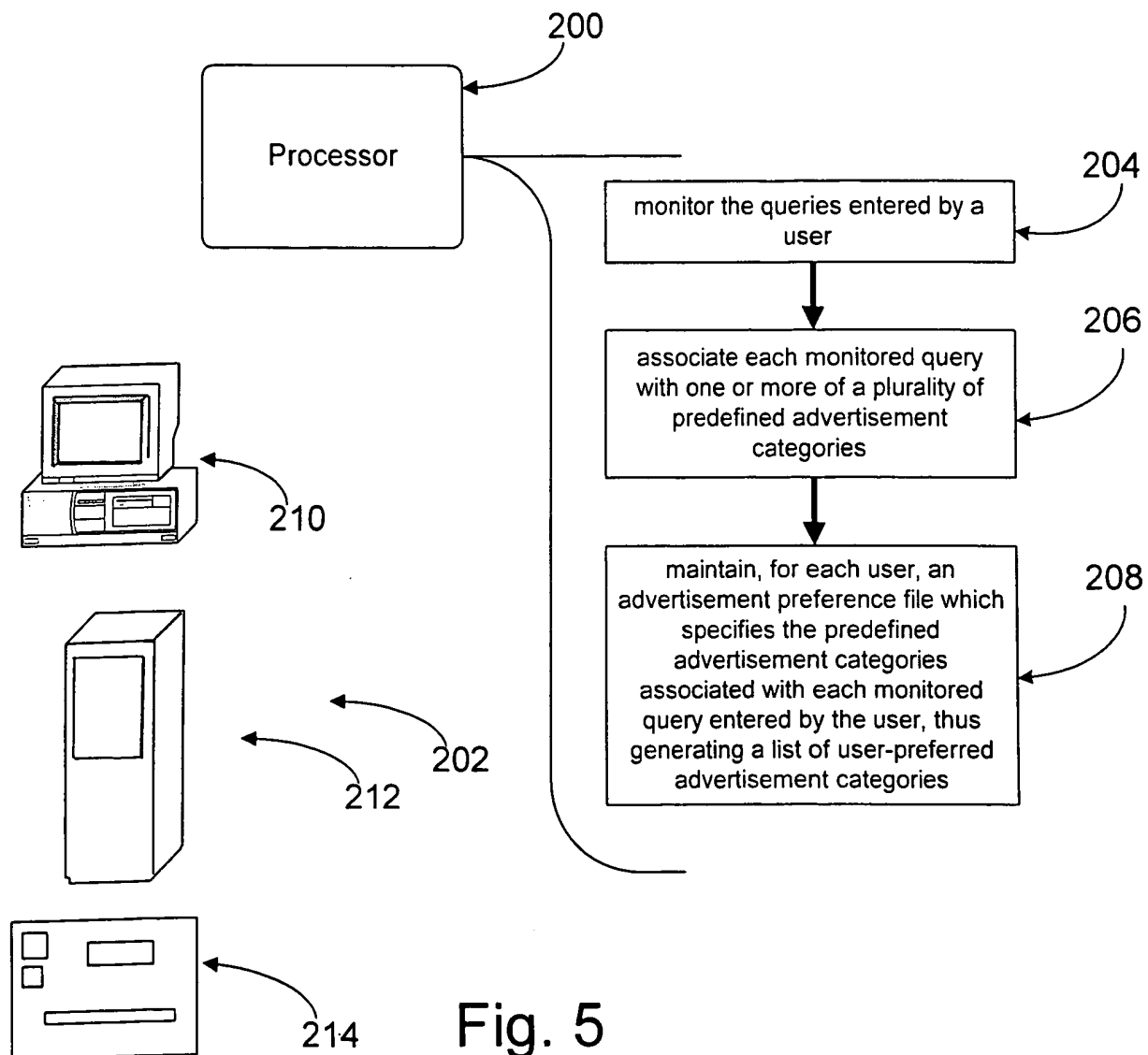


Fig. 5